

SHERWIN-WILLIAMS
1958 **HOME DECORATOR** *and How-to-Paint Book*



Helpful ideas on paint and color from your Sherwin-Williams Dealer

BUILDER'S EMPORIUM

"America's Greatest Hardware Store"

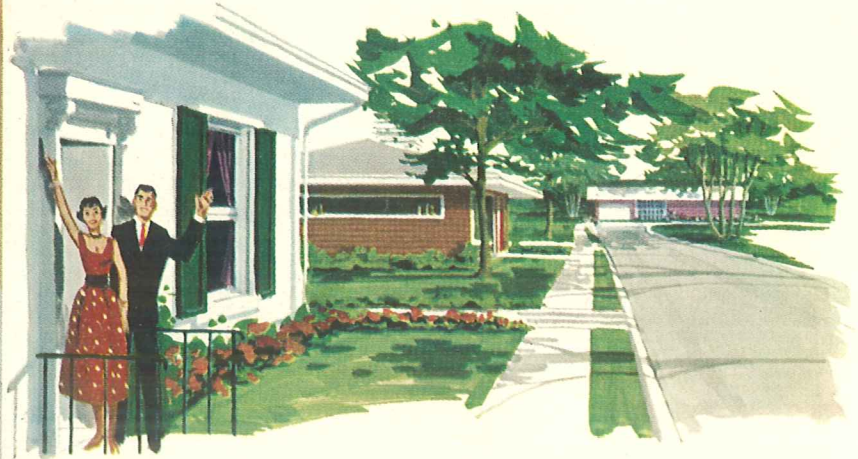
5960 Sepulveda Blvd.

Phone: State 5-8601

Van Nuys, California



Good taste in decorating in every direction! From room to room, throughout the home, color is the harmonious link of beauty. Living room walls—Super Kem-Tone Delft Blue, woodwork—Kem-Glo Delft Blue. All ceilings—Super Kem-Tone Ceiling White. Fireplace panel and molding—Kem-Glo Velvet White. Dining room walls—Super Kem-Tone Soft Green with matching Kem-Glo woodwork. Foyer walls—Super Kem-Tone Indian Rose, woodwork—Kem-Glo Indian Rose. Living room upholstered furniture—Globe Furniture Company, High Point, N. C. Dining room furniture—Tell City Chair Co., Tell City, Ind. Color Harmony Guide Page 166



Come on in...

In your hands, *this very moment*, you're holding a special invitation to see how you can perform color magic to create interesting, unusual effects in your home. See which colors are fashion favorites . . . how certain colors go together better than others. You'll get hundreds of decorating tips and new ideas. And you'll also see how simple and how much fun it is to apply wonderful color ideas to the outside of your home. Best of all, these are practical ideas . . . ones that you can carry out easily and inexpensively in your own home.

You can do wonders with paint . . . and it's so exciting to use. Just a coat of high-quality Sherwin-Williams Paint can make the biggest, most refreshing difference in the whole atmosphere of your home.

To help you decide *which colors* to use together, you are most welcome to stop in our store and borrow our two newest Sherwin-Williams color guides. The Super® Kem-Tone Color Harmony Guide shows you how to select lovely colors for the inside of your home. The SWP® House Paint Color Selector does the same for the outside of your house.

Come in and borrow these books. We'll be glad to lend them to you. It's a *free service* of our store!

You can make color miracles happen when you borrow this book..

**The very first minute you see our amazing Super Kem-Tone
Color Harmony Guide you will say, "That's for me!"**

Here is the one book that will be your greatest help in selecting lovely new colors for your home. No complicated color wheels to twirl, no lessons in color theory . . . just page after page of 1958 decorator-approved colors in perfect harmony. Interior decorators, homemakers like yourself, families redoing a single room and young couples decorating their first home . . . all tell us that the Super Kem-Tone Color Harmony Guide is "just like having the world's leading color and decorating authorities right in the room with you when you plan."

This wonderful Guide has over 1500 beautiful harmonies showing colors that go together perfectly wherever you use them. All the colors are large-size swatches of paint. That's right . . . they are painted with Super Kem-Tone so that you can see the true color as it will actually appear in your home. That's why you will want to borrow the Color Harmony Guide . . . to see the colors you choose under your daytime and nighttime lighting.

You will see color harmonies that will add fresh and unusual beauty to your rooms . . . without having to buy a lot of new things. Or, if you are completely redecorating a room or planning a whole new house, the Color Harmony Guide will give you color ideas for paint, furnishings and accessories. And the best part is, Super Kem-Tone wall paint and Kem-Glo® enamel will *exactly duplicate* any of the colors you select.

Before you do *any* decorating, be sure you see this exclusive Super Kem-Tone Color Harmony Guide. Remember, you may borrow it free . . . and make color miracles happen in *your* home.

Here we have followed the harmony on page 56 of the Color Harmony Guide. The Nocturne Green walls are accented by the soft Shell Pink and Gay Chartreuse in the furnishings . . . and the entire room is in perfect harmony with the rich Gray Stone in the carpeting. The rooms illustrated on the following pages of this book were color-planned right from the Super Kem-Tone Color Harmony Guide.



in your home
FREE!



We'll lend you this amazing book — **FREE**

▼ Wide areas of striking colors bring unusual glamour to this rambling, open floor plan. Walls—Super Kem-Tone Coral Rose. Fireplace brick—Kem-Glo Coral Rose. See how the other colors in this harmony are carried out in elegant Wedgwood Blue and rich browns.

Color Harmony Guide Page 155

Color can be restful
or exciting...





◀ Quiet and relaxing, an unhurried room for complete enjoyment of family and friends. This room grew with a rich appreciation of beautiful furnishings. Soft browns with a touch of rose and gray take their cue from the upholstered pieces and spirit of the room. Walls—Super Kem-Tone Cordova Brown. Ceiling—Super Kem-Tone Satinwood with woodwork in matching Kem-Glo Satinwood. Bookcase lining—Kem-Glo Valley Rose. Fireplace panel—Kem-Glo Bampton Gray to tie in with carpeting. Upholstered pieces—The Schoonbeck Company, High Point, N. C. Tables, case pieces—The Brandt Cabinet Works, Inc., Hagerstown, Md.

Color Harmony Guide Page 41

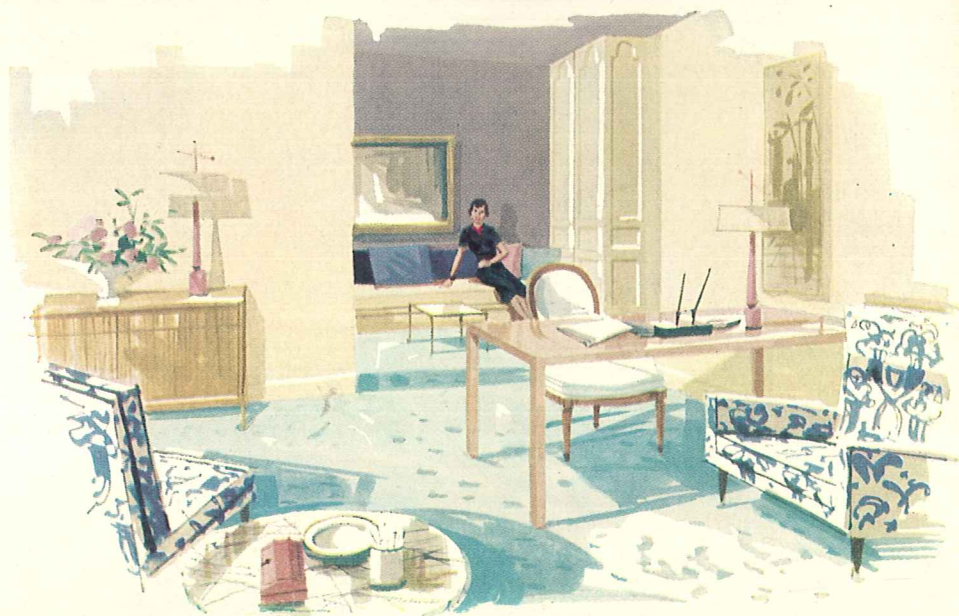
▲ Interplay of color adds spaciousness to two rooms. See how beautifully the blue walls of the living room are carried over into the dining area in the chair seats and painted panel screen. In like manner, the chartreuse of the dining room wall is delicately picked up with sofa cushions and upholstered stools. Living room wall—Super Kem-Tone Colonial Blue. Living room woodwork, dining room screen—Kem-Glo Colonial Blue. Dining room wall—Super Kem-Tone New Chartreuse. Ceiling—Super Kem-Tone Ceiling White. Furniture by Tomlinson, High Point, N. C. Dining area floor—Armstrong Cork Co., Lancaster, Pa.

Color Harmony Guide Page 38



▲ Provincial warmth and charm seem at home here with glazed chintz, polished brass and painted paneling. Add to it the greens, golds and dusty pinks and you will be so proud of your room. Living room walls and ceiling—Super Kem-Tone Provincial Gold. Paneling and woodwork—Kem-Glo Provincial Gold. Entrance hall walls—Super Kem-Tone Crystal Green with matching Kem-Glo woodwork. Molding throughout—Kem-Glo Velvet White. Upholstered pieces—Shaw Mfg. Co., Charlotte, N. C. Tables and case pieces—Craftique, Inc., Mebane, N. C.

Color Harmony Guide Page 132



► First time you entertain, you will be glad for every moment spent in careful color coordination . . . and you will be so proud of the results! Rooms like these have a close color harmony that is beautiful in itself. Walls—Super Kem-Tone Princess Ivory with matching Kem-Glo woodwork. Alcove walls—Super Kem-Tone Mauve.

Color Harmony Guide Page 59

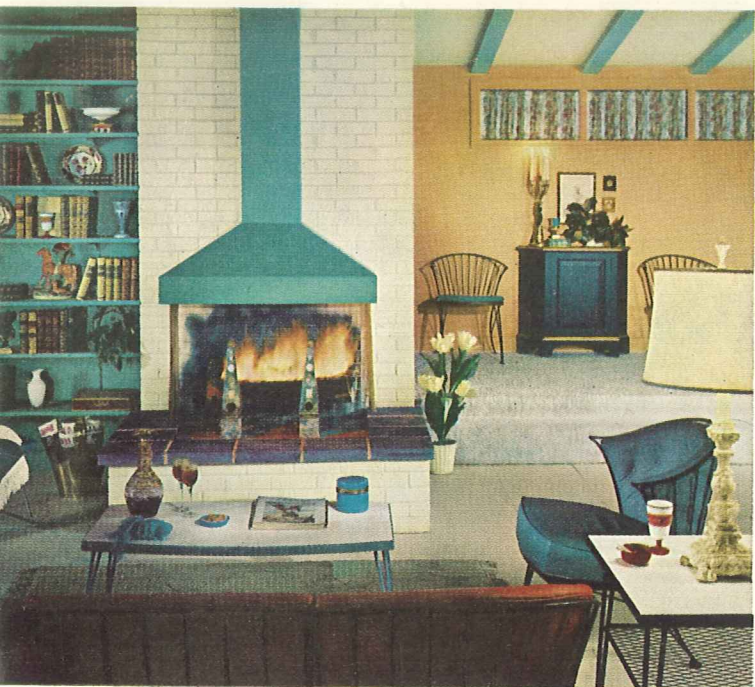
▼ One harmony, two different rooms. The turquoise in the living area is picked up in the draperies, just as yellow in the dining area matches the accessories. Living area walls—Super Kem-Tone Holiday Turquoise. Fireplace brick—Kem-Glo Holiday Turquoise. Dining area walls—Super Kem-Tone Citron. Ceiling—Super Kem-Tone Ceiling White. Molding—Kem-Glo Velvet White. Tables and occasional pieces—Henredon Furniture Industries, Morganton, N. C. Upholstered pieces—The Schoonbeck Co., High Point, N. C.

Color Harmony Guide Page 35



▼ Furnishings in the spotlight, a room color-planned around one favorite piece of furniture. Here the wall color enriches the setting without calling attention to itself . . . and complements the vivid floral patterns and elegant ornate accessories. A perfect example of color harmony at work! Walls—new Super Kem-Tone Sandrift. Ceiling—Super Kem-Tone Ceiling White. All woodwork—Kem-Glo Velvet White. Upholstered pieces by Globe Furniture Company, High Point, N. C. Tables and occasional pieces—Colony Tables Inc., High Point, N. C.

Color Harmony Guide Page 73



▲ Casual, contemporary, colorful . . . the muted apricot foyer wall offsets the white beauty of the fireplace and makes a handsome background. Foyer walls—Super Kem-Tone Apricot, woodwork in matching Kem-Glo. Ceiling—Super Kem-Tone Ceiling White. Bookcase, fireplace hood, ceiling beams—Kem-Glo Teal Blue. Fireplace brick—Kem-Glo Velvet White. Upholstered and occasional pieces—Lee L. Woodward Sons, Owosso, Mich.

Color Harmony Guide Page 89



▲ Sparkle and light come easily with the simple addition of new color in a room. The furnishings seem to come forward with new importance because of the lighter background. Walls and wood trim—Super Kem-Tone and matching Kem-Glo Aqua Green. Ceiling, bookcase lining and ceiling moulding—Kem-Glo Camellia Pink. All furnishings—Heritage Furniture, Inc., High Point, N. C.

Color Harmony Guide Page 143

Color sets the for



▲ All ages in one room . . . no color problem. Simply pick a gay, not boisterous, color and use it throughout as in this happy family room. One dominant color makes a more flexible, more easily rearranged room . . . a more useful room. Interior walls—Kem-Glo Elfin Green. Cabinets—Kem-Glo Chartreuse. Upholstered furniture—Broyhill Furniture Factories, Lenoir, N. C. Television—RCA. Ceiling treatment—International Molded Plastics, Inc., Cleveland, Ohio.

Color Harmony Guide Page 95

► A patio with a continental flavor and exotic Mediterranean colors to add to enchanting moments. A perfect spot for pleasant entertaining and luxurious relaxing. Brick wall—Kem-Glo Merrie Pink. Ceiling—Super Kem-Tone Ceiling White. Ceiling beams and kitchen wall beyond—Kem-Glo Blue Bonnet. Woodwork in doorway—Kem-Glo Velvet White. Wrought iron furniture—Birmingham Ornamental Iron Co., Inc., Birmingham, Ala. Floor covering—Armstrong Cork Co., Lancaster, Pa. Cabinets—Youngstown Kitchens, Warren, Ohio.

Color Harmony Guide Page 119



stage family activities...



◀ Walls—Super Kem-Tone and Kem-Glo Skyline Blue. The furnishings pick up the other colors in this popular harmony . . . Sandrift in the carpeting, a Light Lilac in occasional chairs and Wedgwood Blue in the sofa.

Color Harmony Guide Page 159

▶ Paneled walls and fireplace brick—Kem-Glo Forsythia. Shutters—Kem-Glo Mist Green. Upholstered furniture—Gilliam Furniture, Inc., Statesville, N. C. Tables and occasional pieces—Imperial Furniture Co., Grand Rapids, Mich.

Color Harmony Guide Page 99



▼ Walls and ceiling—Super Kem-Tone Sandrift. Woodwork and fireplace brick—Kem-Glo Sandrift. Bookshelves—Kem-Glo Black. Bookcase wall—Super Kem-Tone Sunset Rose. Upholstered furniture—Thayer Coggin, Inc., High Point, N. C.

Color Harmony Guide Page 114



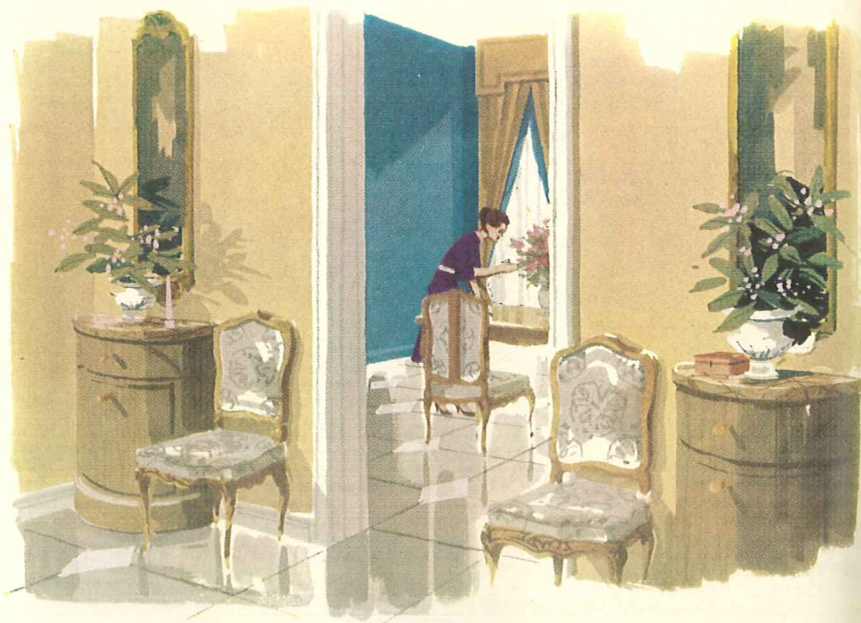
Color lends charm to your entertaining...

► Old World elegance in true tapestry colors are right at home in modern living. Foyer walls—Super Kem-Tone Desert Sand. Woodwork—Kem-Glo Glenwood Gray. Dining room walls—Super Kem-Tone Holiday Turquoise with matching Kem-Glo woodwork.

Color Harmony Guide Page 174

▼ Room-to-room color harmony in homes with an open floor plan is almost a "must" . . . to avoid a crowded, choppy appearance. Walls in living area—Super Kem-Tone Wood Rose. Woodwork and planter room-divider—Kem-Glo Wood Rose. Wall in entrance hall—Super Kem-Tone Tawny Gold with matching Kem-Glo woodwork and door. Bedroom walls—Super Kem-Tone Nocturne Green. Ceilings throughout—Super Kem-Tone Ceiling White. Case pieces—Bassett Furniture Industries, Bassett, Va.

Color Harmony Guide Page 60

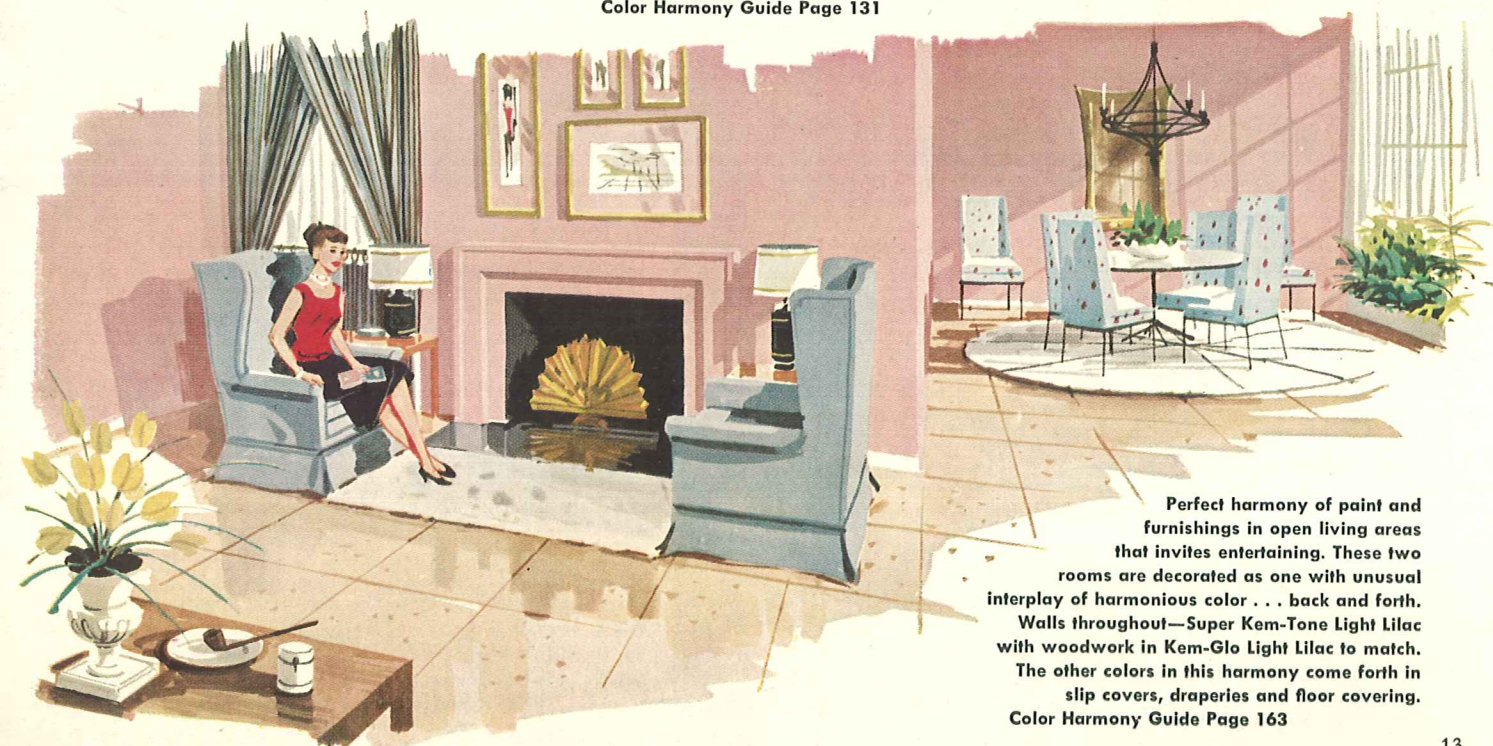


► Guests will remember good taste in colors. Dining room walls—Super Kem-Tone Cool Green. Woodwork—Kem-Glo Cool Green. Ceiling—Super Kem-Tone Ceiling White. Living room walls—Super Kem-Tone Peach. Dining room furniture—White Furniture Co., Mebane, N. C. Upholstered furniture—Dallas, Inc., High Point, N. C. Tables—Hammery Manufacturing Corp., Lenoir, N. C. Color Harmony Guide Page 100





▲ Casual entertaining at its finest . . . whether you're having a quick snack at the counter or dining at leisure at the captain's table. Dutch door, ceiling beams, shutters and walls—Kem-Glo Light Turquoise and Velvet Flat White. Kitchen cupboards—Kem-Glo Sunbeam Yellow. Kitchen walls—Kem-Glo Crystal Green. All furniture—Thomasville Chair Co., Thomasville, N. C.
Color Harmony Guide Page 131

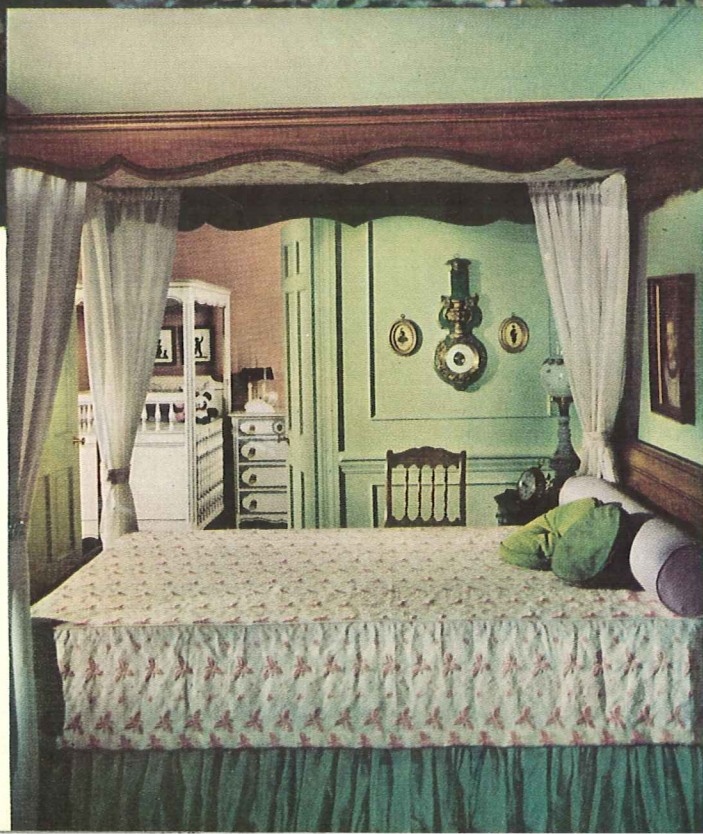


Perfect harmony of paint and furnishings in open living areas that invites entertaining. These two rooms are decorated as one with unusual interplay of harmonious color . . . back and forth. Walls throughout—Super Kem-Tone Light Lilac with woodwork in Kem-Glo Light Lilac to match. The other colors in this harmony come forth in slip covers, draperies and floor covering.
Color Harmony Guide Page 163



▲ Planned around the colorful outdoors, this bedroom lifts its colors from the ever-changing sky and rich greens of the foliage. Walls—Super Kem-Tone Ocean Blue. Woodwork—Kem-Glo Bluebell. Ceiling—Super Kem-Tone Ceiling White with molding in Kem-Glo Velvet White. Furniture—Hibriten Furniture Co., Lenoir, N. C.

Color Harmony Guide Page 125



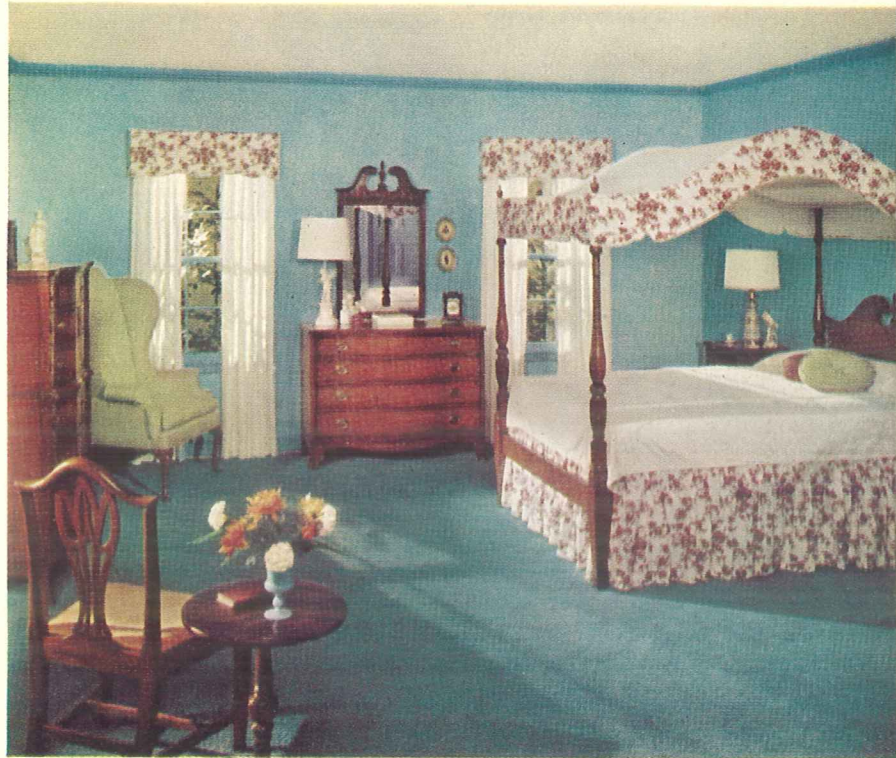
◀ The sprightly color in the child's room is in perfect harmony with the restful green of this master bedroom. Walls in master bedroom—Super Kem-Tone Ripple Green. Woodwork—Kem-Glo Ripple Green. Walls in child's room—Super Kem-Tone Ash Rose. Furniture—Davis Cabinet Co., Nashville, Tenn.

Color Harmony Guide Page 146

Color can express your personality...

▼ The white walls set the modern tempo of this bedroom and its study alcove. Walls and ceiling—Super Kem-Tone Shasta White. Woodwork—Kem-Glo Velvet White. Paneled closet doors—Kem-Glo Lorikeet Blue. Case pieces—The Vaughan Furniture Co., Inc., Galax, Va. Desk chair—Boling Chair Co., Siler City, N. C.

Color Harmony Guide Page 160



▲ What charm . . . in this blend of modern color in the turquoise walls and furnishings in Early American tradition. Walls—Super Kem-Tone Holiday Turquoise. Woodwork—Kem-Glo Holiday Turquoise. Ceiling—Super Kem-Tone Ceiling White. Furniture—Drexel Furniture Co., Drexel, N. C. Upholstered chair—Heritage Furniture, Inc., High Point, N. C.

Color Harmony Guide Page 150



◀ Rich color on the walls of this room is an elegant link to the sleek modern furnishings. Walls and ceiling—Super Kem-Tone Peach Glow. Woodwork—Kem-Glo Wood Rose. Furniture—American Furniture Co., Inc., Martinsville, Va. Floor—Armstrong Cork Co., Lancaster, Pa.

Color Harmony Guide Page 62

► Cheerful and gay for baby on display! Walls and ceiling—Super Kem-Tone Citron. Woodwork—Kem-Glo Citron. Chiffrobe and linen shelves—Kem-Glo Chiffon Blue. Chiffrobe—Lullabye Furniture Corp., Stevens Point, Wisc. Floor—Armstrong Cork Co., Lancaster, Pa. Chair—Boling Chair Co., Siler City, N. C.

Color Harmony Guide Page 120



▲ Sporty colors spark hobby-happy enthusiasts! Walls—Super Kem-Tone Sandalwood. Baseboards and window frames—Kem-Glo Sandalwood. All other woodwork—Kem-Glo Colonial Yellow. Case pieces—Stanley Furniture Co., Stanleytown, Va. Floor—Congoleum-Nairn, Inc., Kearny, N. J.

Color Harmony Guide Page 180

Color performs magic for

▼ Pamper those teen-age fads with sophisticated colors! Growing up is full of fun. And painting walls is the easy and inexpensive way to keep pace with "color crushes."

Walls—Super Kem-Tone Aqua Green.

Wall post-divider—Super Kem-Tone Light Chartreuse.

Woodwork—Kem-Glo Aqua Green.

Color Harmony Guide Page 141





▼ Colors that are gay for play can also be right for sleeptime. Don't hesitate to use light colors in a child's room . . . this paint washes so easily, you know! Walls and ceiling—Super Kem-Tone Skyline Blue. Woodwork, stools, desk legs—Kem-Glo Skyline Blue. Bookshelves, blackboard trim, desk tops—Kem-Glo Golden Yellow. Furniture—Lullabye Furniture Corp., Stevens Point, Wisc. Floor—Armstrong Cork Co., Lancaster, Pa.

Color Harmony Guide Page 165



all ages...



▲ Walls and ceiling—Super Kem-Tone Sunbeam Yellow. Woodwork and molding—Kem-Glo Sunbeam Yellow. Alcove and bookshelves—Kem-Glo Emerald Green. Drawing table and stool—Kem-Glo Flamingo. Youth bed—Custom-Craft Furniture, Inc., Hickory, N. C. Floor—Congoleum-Nairn, Inc., Kearny, N. J. Color Harmony Guide Page 133

◀ Walls—Super Kem-Tone Appleblossom. Woodwork—Kem-Glo Appleblossom. Ceiling—Super Kem-Tone Periwinkle. Molding—Kem-Glo Periwinkle. Furniture—B. P. John Furniture Corp., Portland, Ore. Color Harmony Guide Page 142

You're always sure of beautiful

Sherwin-Williams SUPER KEM-TONE *de luxe latex wall paint*

**LASTING
BEAUTY
FOR YOUR
ROOMS**



Millions and millions of people, just like yourself, have become solid boosters for Super Kem-Tone. Now painting is so easy! Use Super Kem-Tone, the deluxe latex wall paint that goes on easily over *any* wall surface without a trace of brush or roller marks. This amazing rubber-tough paint dries to a velvet-rich finish in less than an hour. It's guaranteed washable, too, or your money back! And thrifty . . . in fact, one gallon does the walls of an average room. Still another thing you will surely like about Super Kem-Tone—there is no "painty" odor, so you can paint a room and then use the room later that same day. Super Kem-Tone is perfectly color-matched to Kem-Glo enamel for your woodwork.



GOES ON EASILY with brush or Roller-Koater® without telltale lap marks. One gallon will be plenty to do the walls of your average-size room.



DRIES IN AN HOUR to a smooth, velvety finish so you can be sure of having a "new" room in less than a day. And no annoying paint odor, either.



GUARANTEED WASHABLE once it is thoroughly dry . . . or your money back! Smudges and fingerprints wash off easily, without damaging color or paint.

rooms with these famous paints...

Sherwin-Williams KEM-GLO miracle alkyd enamel for woodwork, kitchen and bathroom walls



Reputations are earned, you know, so let's take a look at what Kem-Glo went through to bring you the finest, most durable enamel you can buy. Our laboratory technicians put Kem-Glo to the most severe torture tests they could devise . . . each with a purpose to prove Kem-Glo's ability to hold its color and smooth, enamel finish under all conditions. Of course, no enamel would be subjected to this extreme abuse in the daily wear and tear around your house. However, these tests show you that Kem-Glo will stand anything. No wonder it's America's favorite enamel . . . in a choice of rich subdued lustre or velvet flat finish!

**LOOKS AND
WASHES LIKE
BAKED ENAMEL**



**KEM-GLO EVEN
WITHSTANDS
INTENSE HEAT**
Bottom of saucepan
was painted with
Kem-Glo and water
boiled in it over
direct flame.
Kem-Glo held its
original beauty!



Kem-Glo on your kitchen
and bathroom walls and cabinets
can take severe punishment
and still stay
bright and
beautiful.



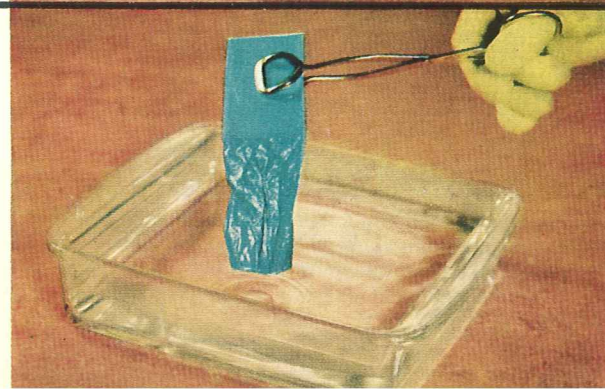
**KEM-GLO DEFIES
BOILING GREASE**
"French-fry" shaped
wooden strips
were painted with
Kem-Glo and tossed
into boiling oil as
though they
were potatoes.
No harm done!



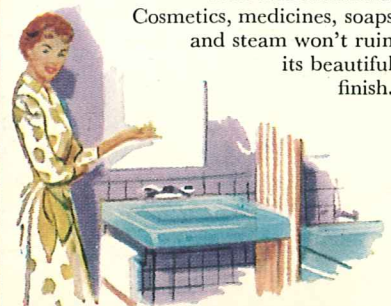
Kem-Glo on your woodwork
withstands terrific punishment.
Heat from direct sun,
radiators and steam
will not harm
its beautiful
surface.



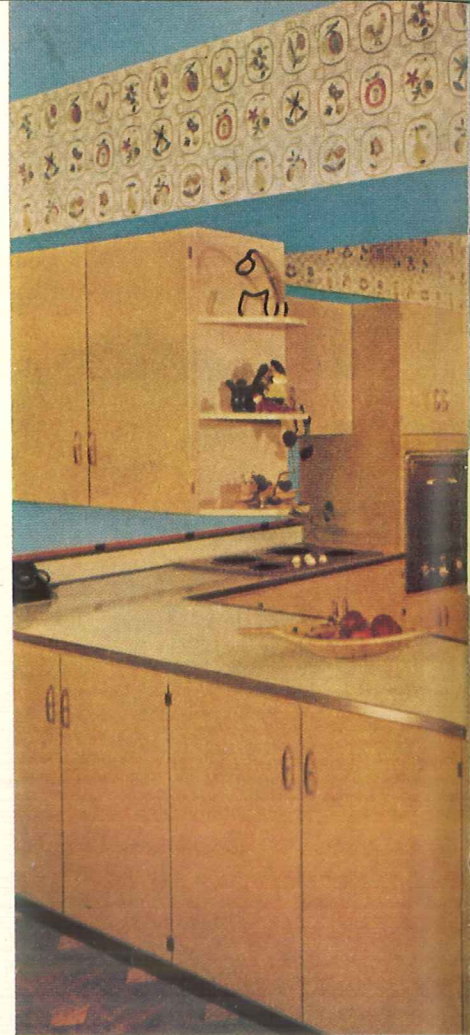
**KEM-GLO TAKES
THE ACID TEST**
Kem-Glo was painted
on one side of a zinc metal
strip and lowered into
a strong hydrochloric
acid solution. The
zinc dissolved, but
the acid had no effect
on the Kem-Glo film.



Kem-Glo is ideal for bathroom
walls and furniture.
Cosmetics, medicines, soaps
and steam won't ruin
its beautiful
finish.



Color adds "flavor"
to your kitchen...



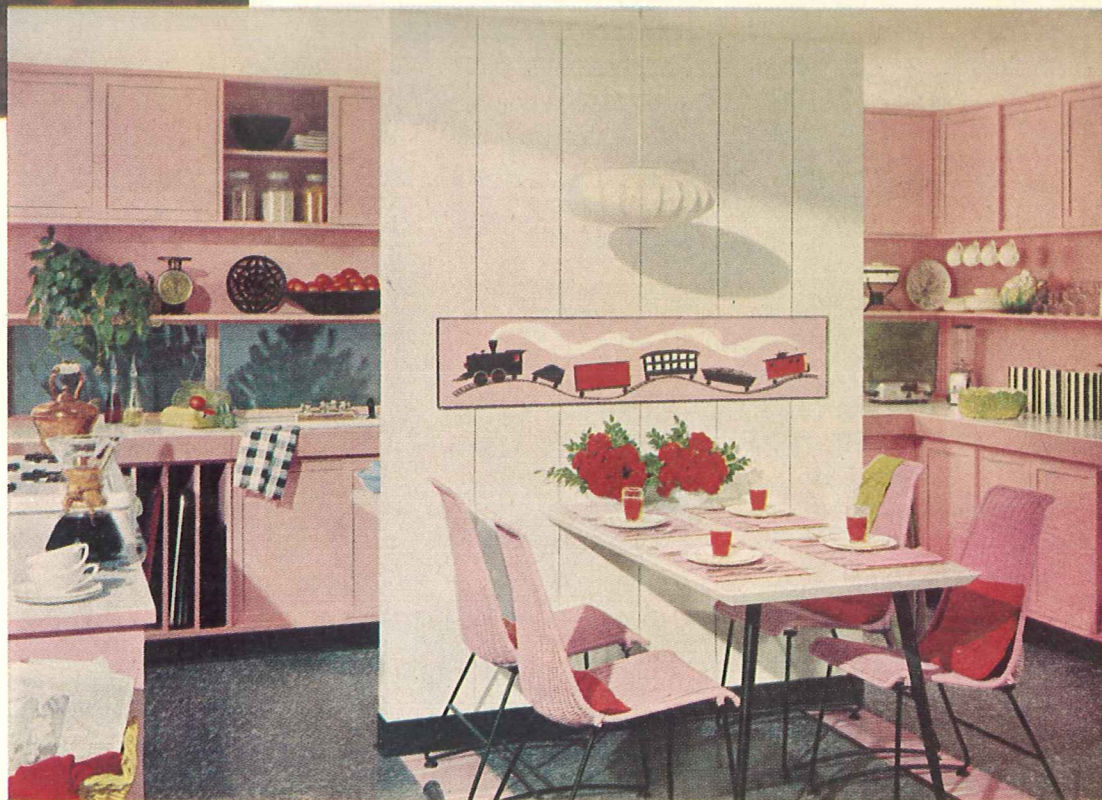
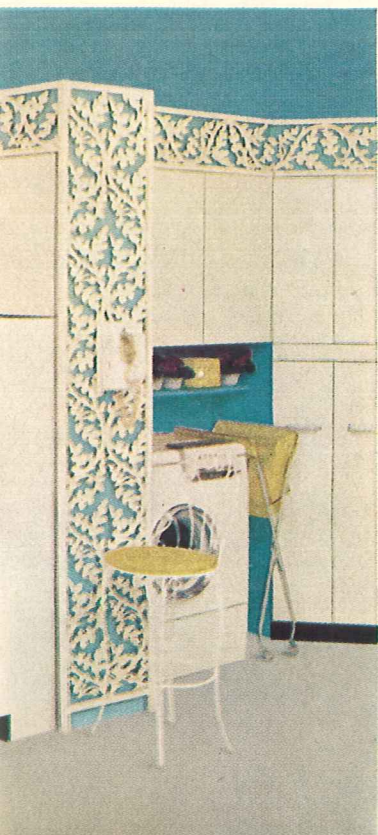
▲ Happiness reigns in this sunny, busy-all-day room. Walls—Kem-Glo Stay White. Shelving and trim—Kem-Glo Caprice Yellow. Cabinets—Kem-Glo Melodie Green. Kitchen Floor—Armstrong Cork Co., Lancaster, Pa.

Color Harmony Guide Page 98



◀ Rich colors combine beautifully with natural wood. Walls and ceiling—Kem-Glo Lorikeet Blue. Trim—Kem-Glo Sheba Yellow. Cabinets—Beauty-Lok Birch. Kitchen—Curtis Companies, Inc., Clinton, Iowa.
Color Harmony Guide Page 156

▼ Even your company will "gather" in this comfortable corner! Walls—Kem-Glo Provincial Gold. Ceiling—Kem-Glo Crystal Green. Cabinets—Beauty-Lok Birch. Kitchen—Youngstown Kitchens, Warren, Ohio.
Color Harmony Guide Page 132



◀ A bit of French "flavor" with cool Riviera colors! Walls and ceiling—Kem-Glo Lorikeet Blue. Cabinets and grillwork—Kem-Glo Stay White. Panels—Kem-Glo Light Aqua. Kitchen—Republic Steel Kitchens, Canton, Ohio.

Color Harmony Guide Page 158

▲ Color harmony makes this a favorite family spot. Walls—Kem-Glo Shadow Gray. Cabinets—Kem-Glo Carnival Pink. Kitchen Floor—Armstrong Cork Co., Lancaster, Pa.

Color Harmony Guide Page 51

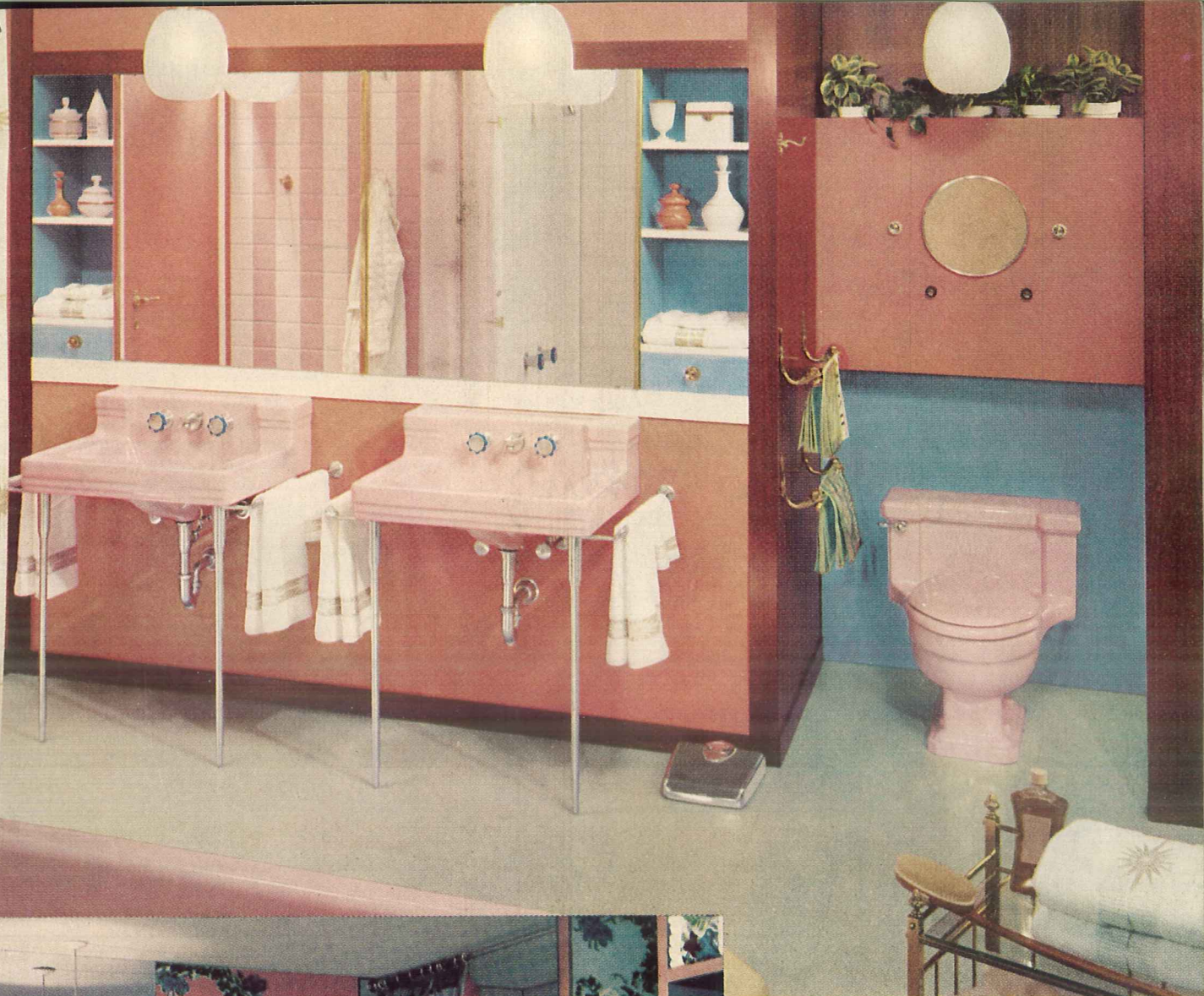
Color reflects beauty
wherever it's used...



▲ Walls—Kem-Glo Mauve. Ceiling—Kem-Glo Carnival Pink.
Cabinet Trim—Kem-Glo Stay White. Bathroom Floor—Arm-
strong Cork Co., Lancaster, Pa. Color Harmony Guide Page 57

► Walls—Kem-Glo Mist Green and Kem-Glo Watermelon.
Bathroom—American Radiator and Standard Sanitary Corp.,
Pittsburgh, Pa. Color Harmony Guide Page 103





▲ Family size and full of fashion! Of course, all of us cannot have such large bathrooms . . . but we can still add that magic touch of color. Try it at your house! Walls—Kem-Glo Wedgwood Blue and Kem-Glo Coral Rose. Woodwork—Beauty-Lok Walnut. Bathroom—American Radiator and Standard Sanitary Corp., Pittsburgh, Pa.

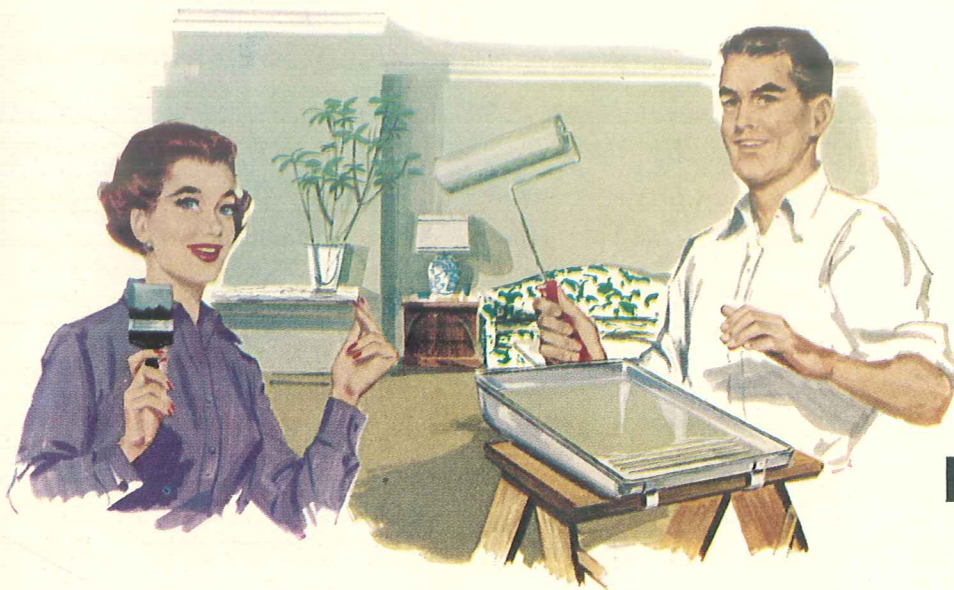
Color Harmony Guide Page 155



◀ Lovely, ladylike . . . her own bathroom in the two-bathroom home. A dainty place that's flattering to all milady's wishes and whims. Colorful paint combines with floral wallpaper and expanse of mirror to express her good taste in decorating. Walls—Kem-Glo Coral Rose. Ceiling—Kem-Glo Pastel Gray. Trim—Kem-Glo Coral Rose and Wedgwood Blue. Bathroom Floor—Armstrong Cork Co., Lancaster, Pa.

Color Harmony Guide Page 155

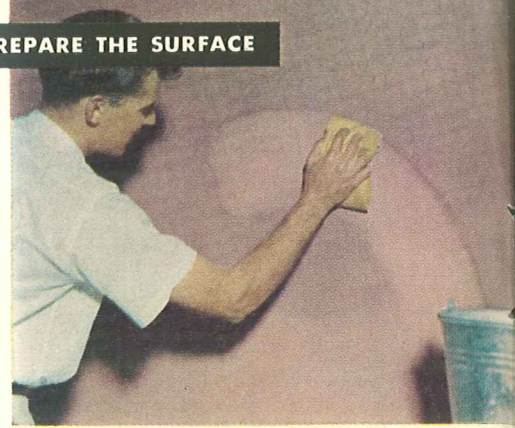
Helpful tips for easier, professional-looking interior painting...



You're going to be "pleased as Punch" with the results you get with famous Sherwin-Williams Super Kem-Tone wall paint and Kem-Glo enamel and all their wonderful matching colors.

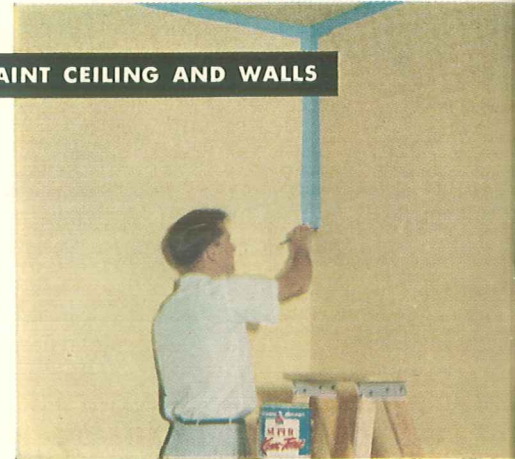
Painting can be fun, too . . . but first, consider these few check points before you start. Then you'll be sure of excellent results. If you have any questions, call us and we'll be glad to help.

PREPARE THE SURFACE



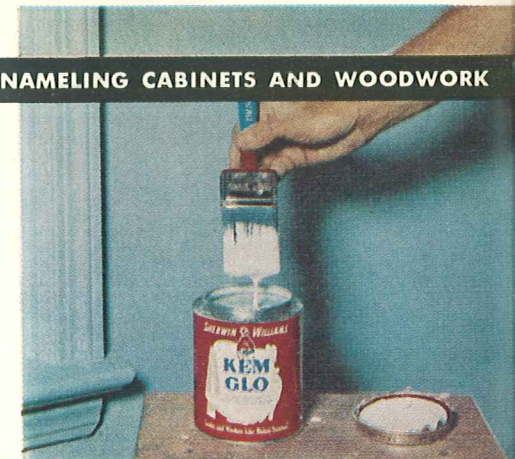
Start with a clean surface . . . paint won't adhere to dirt. Dust wallpaper with a soft cloth. Wash glossy surfaces with a good household or paint cleaner. Rinse. Let dry thoroughly before painting.

PAINT CEILING AND WALLS

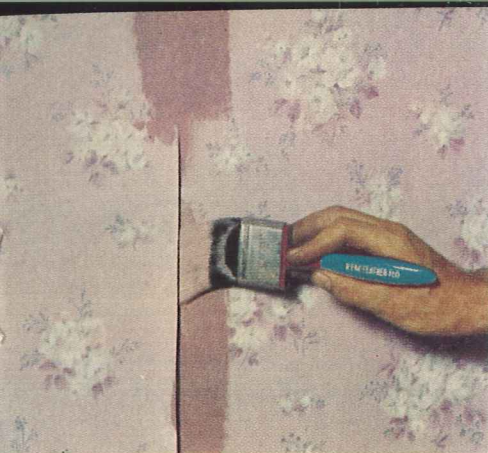


First, paint a narrow strip at all corners and around woodwork with a Sherwin-Williams trim brush. Then, complete the painting with a Sherwin-Williams Roller-Koater or Wall Brush.

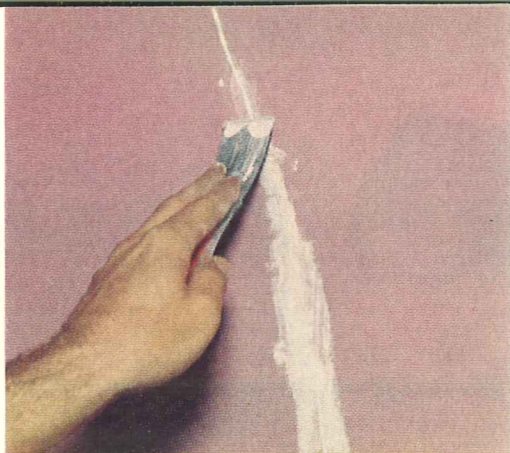
ENAMELING CABINETS AND WOODWORK



Use a good brush when you apply Kem-Glo enamel to areas like woodwork and cabinets. We recommend a Kem Feather-Flo® trim brush . . . it holds a generous amount of enamel, yet is easy to handle.



Paste down loose edges of wallpaper. You can use Super Kem-Tone as your "paste." Fill tears and defects with Kem Plastic-Patch. This is necessary to guarantee a smooth, finished surface.



Fill plaster cracks and holes with Kem Plastic-Patch. Fill holes in wood with putty . . . paint won't hide holes or other surface imperfections. Smooth off mars and chipped paint with sandpaper.



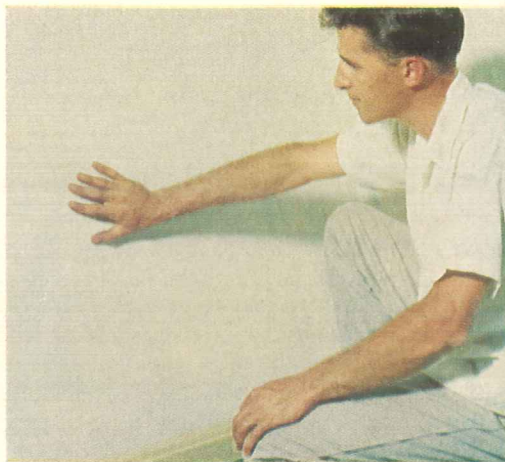
Lightly sand all previously painted glossy surfaces before you start. Or wipe with S-W Prepareite®, the liquid sandpaper. This assures a tight bond between the old surface and the new coat of paint.



Start Roller-Koater in shallow end of tray. Roll it back and forth into paint until roller is uniformly saturated. Gently shake excess paint from roller back into tray. Now you're ready to "roll".



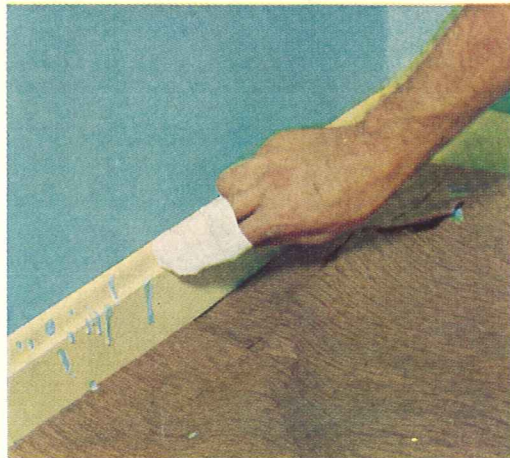
Always start in a corner. Roll or brush ceiling the short way of the room. Walls from top to bottom. Roll three strips as far as you can reach, each slightly overlapping. Smooth out by cross-rolling lightly.



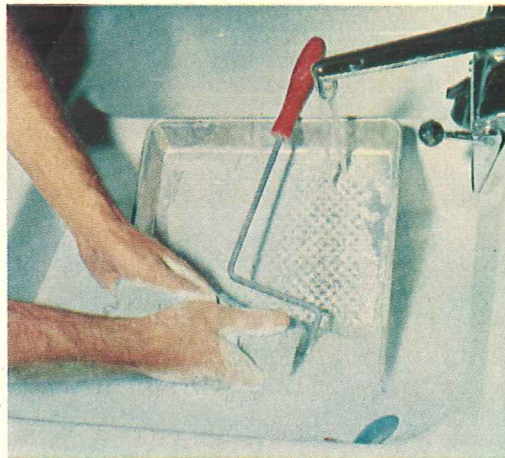
Be sure new plaster is thoroughly dry and old plaster is clean and free of glue-size and paste. Apply S-W Wall Primer and Sealer. Follow with Super Kem-Tone. Kem-Glo requires no primer or sealer.



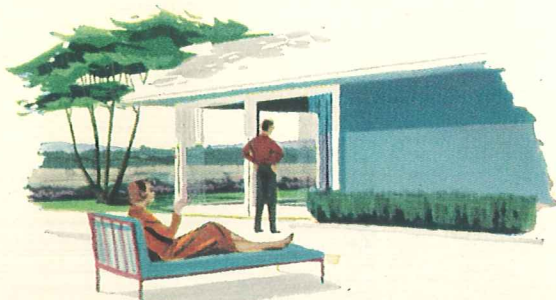
Paint toward the edges of the surface. When two or three feet of surface are painted, cross-brush lightly . . . then level off lengthwise. This assures a uniform coat of enamel . . . free of "runs" and "sags".



Wipe spatters as you go along. For Kem-Glo, use a cloth moistened with turpentine or Sherwin-Williams Exolvent®. (For Super Kem-Tone, use cloth dampened with water.)



Clean Kem-Glo painting tools in Kem® Paint Brush and Roller Cleaner and then rinse in cool water. Clean Super Kem-Tone brush, Roller-Koater and tray with warm, soapy water. Rinse in cool water.



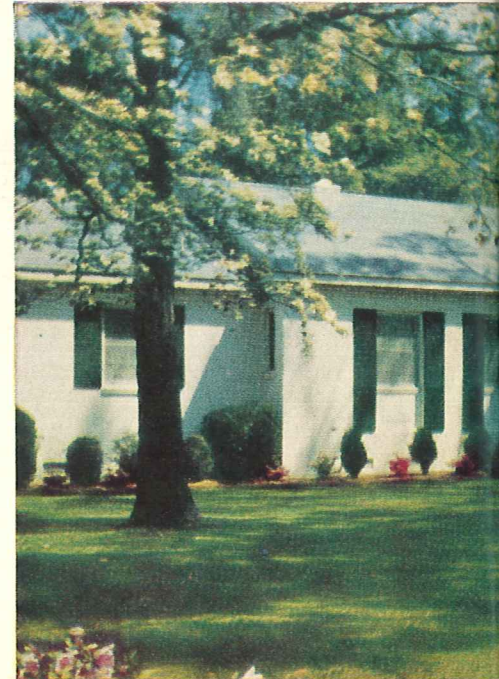
Now, let's see about

BODY: S-W Shake and Shingle Stain Lava Gray TRIM: SWP Tinting White DOORS: SWP Gloss Pocono Blue

BODY: S-W Shake and Shingle Stain Lava Gray



BODY: SWP Gloss Peach Blossom SHUTTERS: SWP Gloss Chardon Blue TRIM: SWP Trim and Tinting White



BODY: S-W Kem-Krete White

MORE HOMES ARE PAINTED WITH SHERWIN-WILLIAMS

making the outside beautiful, too!

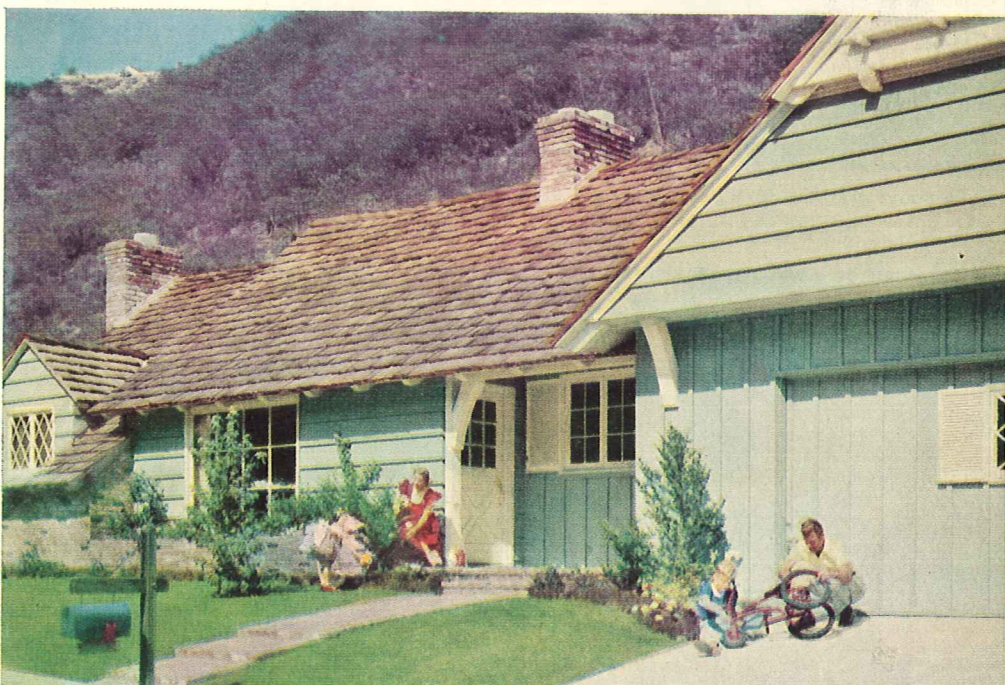
DOOR: *SWP Gloss Sierra Red*



BODY: *SWP Gloss Winthrop Red* TRIM: *SWP Gloss Trim and Tinting White*



SHUTTERS: *SWP Gloss Ardmore Green*



BODY: *SWP Gloss Foam Green* TRIM: *SWP Gloss Trim and Tinting White*

HOUSE PAINT THAN ANY OTHER BRAND

Are you going

**...then these house paint facts
will be very important to you**

Painting the exterior of your home involves a major expenditure of time and money. This is true whether you do it yourself or have it done. Let's face facts and recognize that your greatest economy is in having your house paint retain its beauty and protection for the longest possible time.

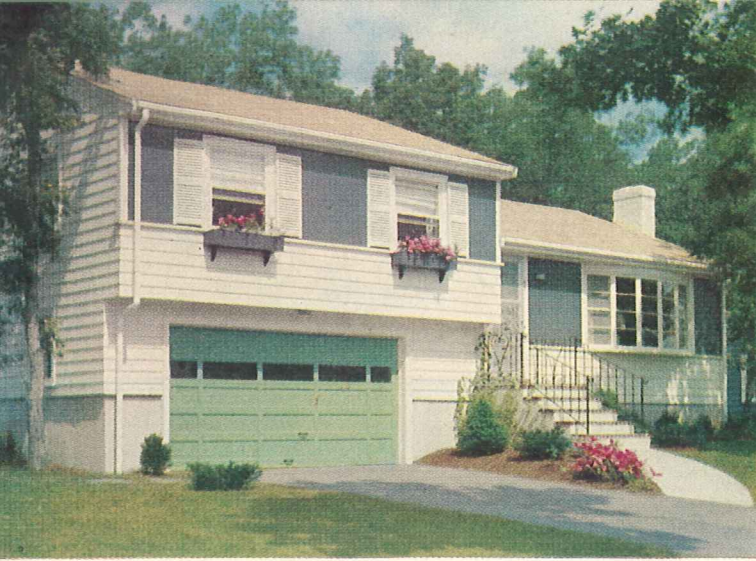
If you are having the painting done for you, you can expect labor costs to be several times the cost of the materials. Or maybe you want to do the job yourself, to save money. Whichever way you do it, your main objective is to make sure the job is done right and won't have to be done again for years. Let's examine these important guides to good house painting results.

How many coats will your house need? The condition of the exterior surface of your house is the principal factor that determines whether you should put on one or two coats of house paint.

Examine closely the surface of your home. Then follow the necessary procedure and you will get the most value for your house paint dollar.

New and unpainted surfaces always require two coats . . . first a priming coat, then a finish coat. If your home has been previously painted and is still in a smooth repaintable condition, one coat of high-quality paint will undoubtedly do the job beautifully.

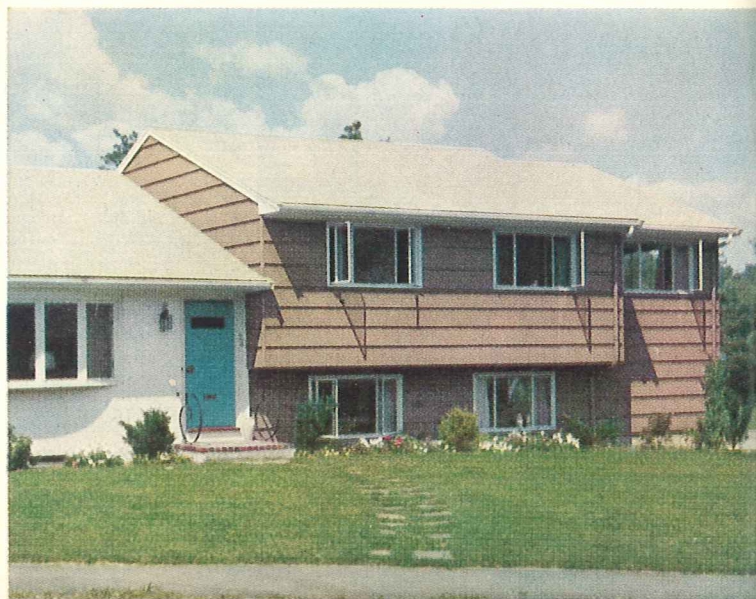
If peeling, blistering or other surface deterioration exists on your house, it is probably caused by the presence of moisture . . . maybe from a leaking gutter, roofing defects, improper calking, or condensation of moisture from the inside of the home. These causes of paint failures must be eliminated first: otherwise, the same



▲ BODY: *S-W Shake and Shingle Stain Summit White and Lava Gray*
TRIM: *SWP Gloss Trim and Tinting White*
DOOR: *SWP Gloss Terrace Green*



▲ BODY: *S-W Kem-Krete White* ▼ BODY: *SWP Gloss Berkeley Yellow*
TRIM: *SWP Gloss Trim and Tinting White*
SHUTTERS: *SWP Gloss Ardmore Green*



to paint your house this year?

condition will reappear and spoil the new paint job. When you have remedied the cause of surface deterioration, a priming coat and a finish coat must be applied.

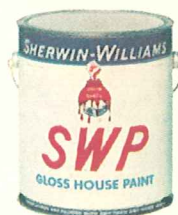
Is the exterior surface . . . wood . . . masonry? Many types of building materials are used for the exterior surface of homes . . . wood siding, brick, stucco, shingles, concrete block, shakes, masonry, and asbestos siding. Each has a different composition, and no one type of house paint can give all of them the maximum amount of beauty and protection. It is extremely important that you select a brand that provides a specific paint made for the particular type of exterior surface of your home.

Are you going to paint your house white, or use color? The traditional white house will probably always be the favorite of most people. But today, color is everywhere. More and more homes are gaining new beauty with the skilled use of color on the entire house or as an interesting effect on shutters, doorways or other trim. Many times, particularly with inferior house paints, these colors fade in a short time.

If you plan to use white or color or a combination of them, choose a house paint that has a fine reputation for retaining its whiteness or color for years . . . in spite of the most severe weather conditions.

Which house paint is your best buy? Frankly, we recommend Sherwin-Williams SWP Gloss House Paint for wood siding and trim, Kem-Krete for all masonry surfaces, and Shake and Shingle Stain for shake and shingle houses, because of their record for providing more homes with longer lasting beauty and protection. We found that only Sherwin-Williams' House Paints give a full measure of satisfaction under all requirements we have just outlined to you.

USE THESE SWP HOUSE PAINTS WITH OUR SINCERE RECOMMENDATIONS



SWP Gloss House Paint for the best paint you will ever have on conventional wood siding, trim and metal surfaces. It is specifically formulated to beautify and protect these particular surfaces for years and years. SWP Gloss House Paint comes in a wide selection of colors as well as gleaming white.

S-W Kem-Krete House Paint is best for all types of brick, stucco, concrete and asbestos siding. The porous and sometimes alkaline condition of these surfaces requires a special formulation found only in S-W Kem-Krete. Comes in a complete range of colors, as well as white.

S-W Shake and Shingle Stain is for all types of homes where the siding is wood shakes, wood shingles or rough lumber, where a beautiful flat subdued sheen is desired, and where the colors will retain their natural brilliance throughout the life of the product.

WHY WE BELIEVE SHERWIN-WILLIAMS HOUSE PAINT IS YOUR BEST BUY. . .

S-W House Paint comes ready to use . . . just stir and you're ready to paint.

S-W House Paint flows on easily and evenly, leaving just the right thickness of long-lasting paint film.

S-W House Paint is durable, and weather-tested to retain its original beauty under the most severe weather conditions.

S-W House Paint provides thorough coverage. Often one coat will do the job on smooth repaintable surfaces.

S-W House Paint offers the right type paint for all types

of building materials . . . wood siding, brick, stucco, shakes, shingles, asbestos siding and masonry.

S-W House Paint comes in a range of 91 new colors that hold their gleaming beauty for years . . . plus SWP whites that stay white!

S-W House Paint is the painter's paint. It's so easy to apply that do-it-yourselfers say it's wonderful, too!

S-W House Paint costs a little more than ordinary house paint but it pays off with a far bigger measure of complete satisfaction. You'll actually save money!



BODY: S-W Shake and Shingle Stain Desert Yellow TRIM: SWP Gloss Trim and Tinting White SHUTTERS: SWP Gloss Hibernia Green

Like to re-style your house...with color?



Think of softly muted pastels . . . gay fiesta colors . . . or rich, stately ones . . . as decorative trim or as a new beauty treatment for your entire home. You can have them!

In all, there are 91 new 1958 Sherwin-Williams House Paint colors to choose from. Colors that will do wonders in bringing fresh, new gracefulness to a bulky older home . . . in accenting a rambling ranch-style house, and in adding new charm and dignity to a smaller house. Color can emphasize the good points of your home. Whatever you do with color, it will have an exhilarating effect on you and your home.

You will have the finest looking house in your neighborhood

Sherwin-Williams colors, like famous Sherwin-Williams whites, hold their gleaming beauty even under the most severe weather conditions. S-W House Paint has been used on millions of homes throughout the country. Let Sherwin-Williams House Paint give your home the same long-lasting beauty and protection.

If color is going to be a new adventure at your house, come into our store and borrow our new Sherwin-Williams Color Selector. It contains large painted color samples, with suggestions galore for combining them in lovely harmonies for the exterior of your home.

Or, maybe you
prefer a bright,
white house...

There's no denying the gleaming beauty of a white house! And SWP whites have an outstanding record for retaining their whiteness under the most severe conditions.

There's an SWP White best suited for your house...

If you have wood siding in good repaintable condition, use famous SWP One-Coat White. It's the easy-to-apply, heavy-pigmented paint that gives the protection of two coats with just one application. It's self-cleaning, too. Costs a little more, but look what you save in labor.

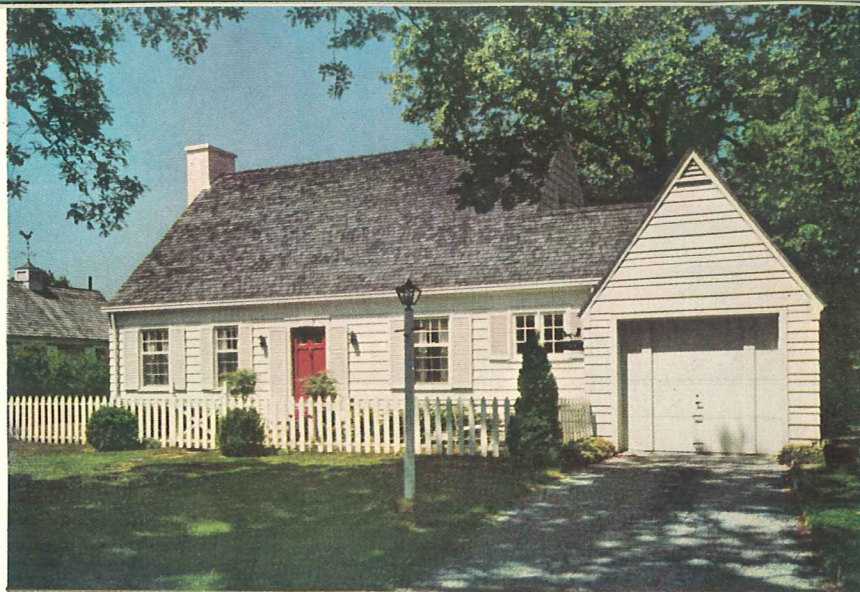
Need two coats for your frame house? First, repair the areas of broken paint film and apply a coat of SWP Exterior Undercoater No. 450. Then, finish off with a second coat of SWP Gloss White No. 471, which is famous for its self-cleaning action.

For stucco, brick, concrete and other masonry surfaces, S-W Kem-Krete will add beauty to the interesting texture of these surfaces. It applies easily with brush or roller-koater. Unpainted surfaces require no primer. Previously painted surfaces require primer and finish coat.

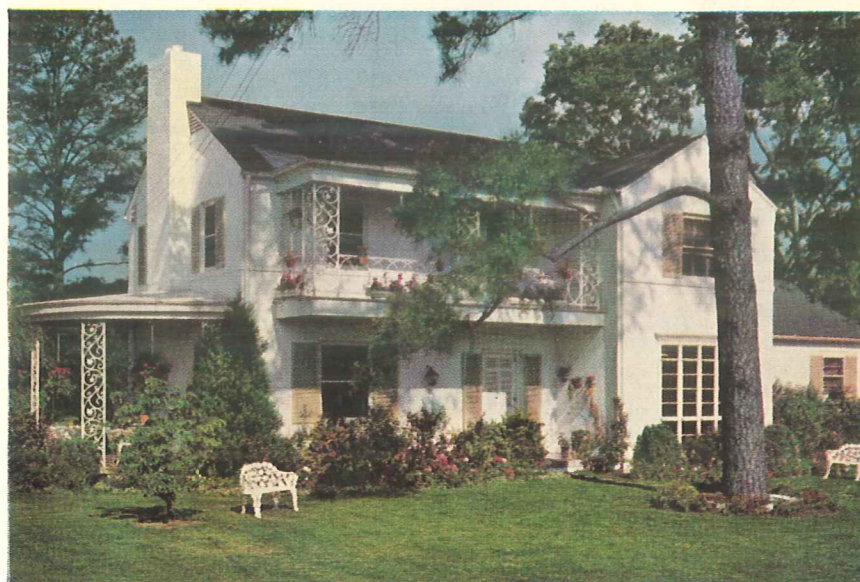
Where there's danger of mildew affecting the beauty of your home, apply famous SWP Mildew Resistant White. It provides an effective barrier against further attack from this fungus. This same protection can be had with SWP in color.

If you're in an area where industrial fumes are a problem, you can still paint your home white... and have it stay white. Use SWP Fume Resisting White, a special house paint which will resist discoloring action caused by these fumes.

Has your white paint washed off onto adjacent brick or masonry? Then, use SWP Trim and Tinting White above these areas, because it won't run, streak or chalk to mar the beauty of your home.

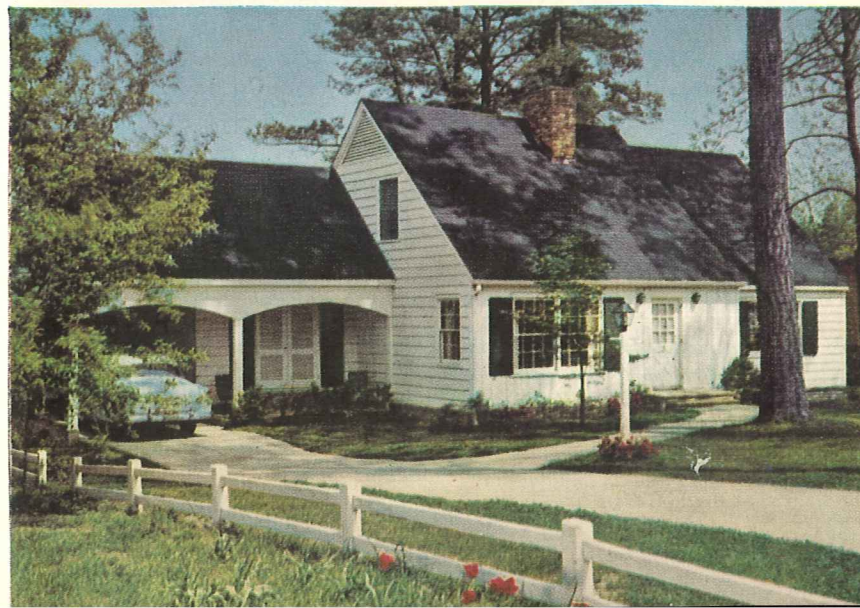


▲ BODY: SWP Gloss White DOOR: SWP Gloss Solfast Red



▲ BODY: S-W Kem-Krete White SHUTTERS: SWP Gloss Fruitwood

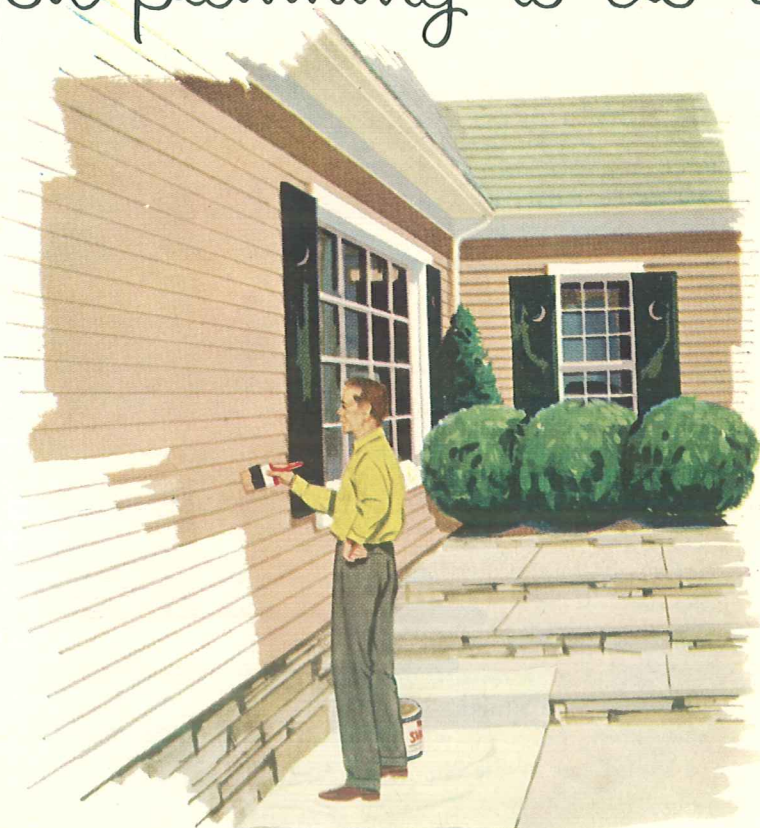
▼ BODY: SWP Gloss White SHUTTERS: SWP Gloss Black



Are you planning to do the

It's not difficult if you remember: the success of any paint job depends a good deal on the preparation of the surface *before* painting.

Wood siding, for instance, should be checked closely for peeling and blistered spots. How many coats of paint? If the surface is in good repaintable condition, all you need is a coat of SWP One-Coat White House Paint. Otherwise, you'll need a coat of SWP Exterior Undercoater No. 450 and a coat of SWP House Paint. Always apply 2 coats of paint over new, unpainted wood or metal.



PREPARING WOOD SURFACES FOR PAINTING



Remove loose paint with scraper or wire brush. Smooth off rough paint edges with sandpaper. Spot-prime bare spots with SWP Exterior Undercoater No. 450. Let dry 48 hours. Then, apply over-all coat of SWP Exterior Undercoater No. 450.



Putty window sash where required. Remove loose, cracked putty, replace missing glazier points. Spot-prime bare wood with SWP Exterior Undercoater No. 450. When dry, re-putty with Sherwin-Williams Elastic Glazing Compound.

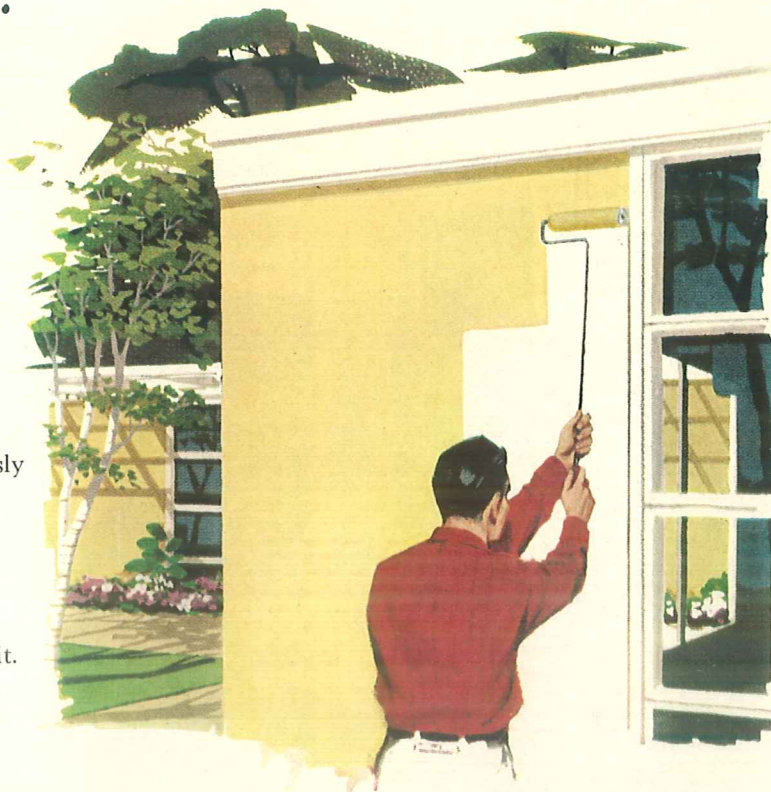


Calk joints, cracks. Remove loose calk. Then, spot-prime with SWP Exterior Undercoater No. 450. When dry, recalk with S-W Glaz-Kalk, using pressure gun or knife. Force it thoroughly into all cracks and joints. This assures a long-lasting weatherproof seal.

painting yourself?

Exterior surfaces—such as stucco, concrete and masonry of all kinds—are porous. They often hold free alkali. Cracks, and sometimes large voids appear. These must be repaired, and require a different surface preparation than for wood.

Unpainted masonry, after cleaned, requires only two coats of Sherwin-Williams Kem-Krete. Asbestos cement shingles require first a coat of Surface Conditioner No. 74, followed by a coat of S-W Kem-Krete. If the surface has been previously painted, and is still in good repaintable condition, apply a coat of SWP Undercoater No. 450 before the finish coat of S-W Kem-Krete. If the old paint is peeling, flaking or badly chalking, it must be removed—power sanding or sandblasting are fast ways to do it. Get complete information at our store.



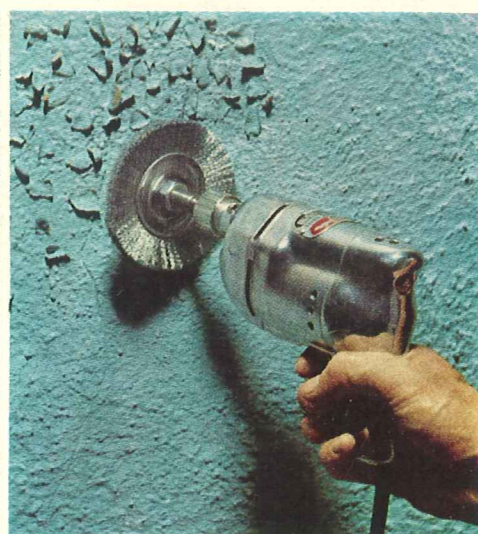
PREPARING MASONRY SURFACES FOR PAINTING



Repair broken stucco. Fill large cracks with commercially prepared Stucco Patch. Let dry for one week. Over patched area apply SWP Undercoater No. 450 or S-W Surface Conditioner No. 74. Let dry 2 or 4 days. Then apply Undercoater or Surface Conditioner over the entire area. Let dry. Then apply finish coat.



Preparing masonry surfaces for painting. Fill small cracks by working Kem-Krete mixed with Del Monte White Sand, 30 Mesh into crack with stiff brush. Then feather out. Over cracks, apply SWP Undercoater No. 450 or S-W Surface Conditioner No. 74. Let dry 2 or 4 days, then apply Undercoater or Surface Conditioner over entire area. Let dry. Then apply finish coat.



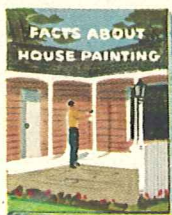
Wire-brush large areas of stucco, concrete or masonry to completely remove peeling, flaking or heavy chalking of old paint. A power-driven wire brush is fast, and saves work. Dust surface and prime with S-W Surface Conditioner No. 74.

Valuable tips that make house



Get this book at our store...
FREE!

**"FACTS
ABOUT
HOUSE
PAINTING"**



Valuable, down-to-earth information that can save you money and hours of time on your house painting.

Mix paint thoroughly by pouring top liquids into another container. Stir remainder from the bottom with an upward motion. Pour back top liquids and mix thoroughly. Stir occasionally during painting.



For easier, faster painting on stucco, concrete and masonry, use the long handle Roller-Koater. First, "cut-in" around window frames, etc., with a brush, working ahead of the rolling. Then, complete painting with roller.



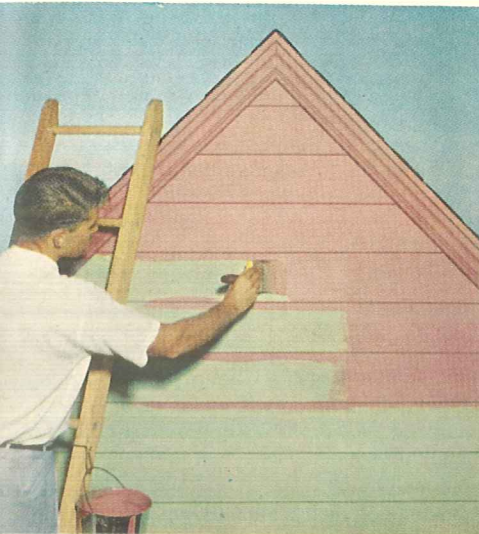
Door painting starts with the panel moldings and then the panel itself. Next, the crossrails, from side to side. Then the stiles, top to bottom. Flush or flat doors are painted across from top to bottom.



Shutters and screens should be removed for painting. Lay them over a pair of sawhorses or line up against a wall. Complete one side at a time. Let dry for 24 hours. Then do the other side. Don't forget the edges.

painting easier and faster...

Always start at the top of the part of the house you are painting. Work your way completely across that area in even horizontal strips, painting the eaves as you go. This will eliminate all evidence of stop-and-go painting.



When level with the roof line, start each new horizontal strip of painting at the corner and work across. Don't reach farther than is comfortable. It's easier to move the ladder. Paint the gutters and downspouts as you go.



Paint windows with sash brush. Do narrow pane dividers first followed by the wider cross rails and vertical stiles. Do the casing, sash and trim last. Move sash before completely dry to prevent sticking.



Paint porch floors and steps last. Make sure wooden floors and steps are thoroughly dry before painting. Avoid painting yourself into a corner. Use S-W Porch and Floor Enamel in a harmonizing color.



Protect your shrubbery and flowers in the area you are painting. Cover them with an old sheet . . . or use inexpensive drop cloths available at our store in various types of material . . . paper, cloth or plastic.



Good brushes can be used over and over again when properly cleaned and stored. This is so easy when you use Kem Paint Brush and Roller Cleaner. It works quickly and easily. Non-flammable, doesn't harm hands (see page 41).

For colorful
floors that
defy wear...



Sherwin-Williams PORCH & FLOOR ENAMEL. This super-tough enamel is for wood or concrete floors . . . it will stand up for years under more abuse than you'll probably ever give it. Its rich colors hold their original sparkle—in spite of all kinds of punishment, weather and wear. Indoors, too, you'll like the durable beauty of this made-to-last enamel.

CHOOSE FROM THESE 9 RICH COLORS



DARK OAK



GRAYSTONE



RED



LIGHT GRAY



GREEN



MEDIUM GRAY



BLUE

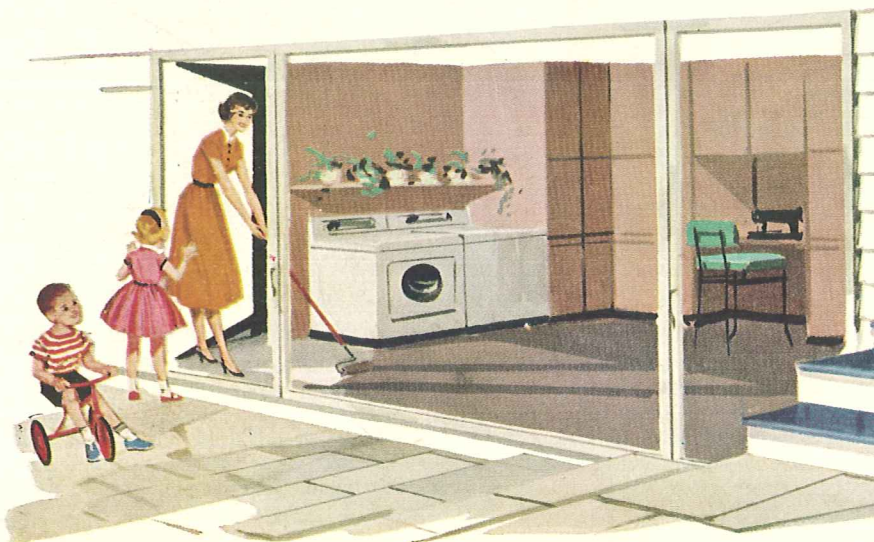


OAK



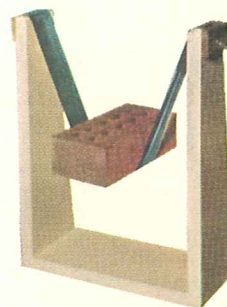
DARK GRAY

You can give your recreation room, basement and garage floors gleaming new beauty with S-W Porch and Floor Enamel. It rolls on quickly and easily with a long handle Roller-Koater . . . and dries overnight to a smooth, hard finish.



Outdoor floors, porches, steps and decks take on new, long-lasting beauty when you apply S-W Porch and Floor Enamel. One coat will do the job beautifully!

TOUGH FILM RESISTS WEAR



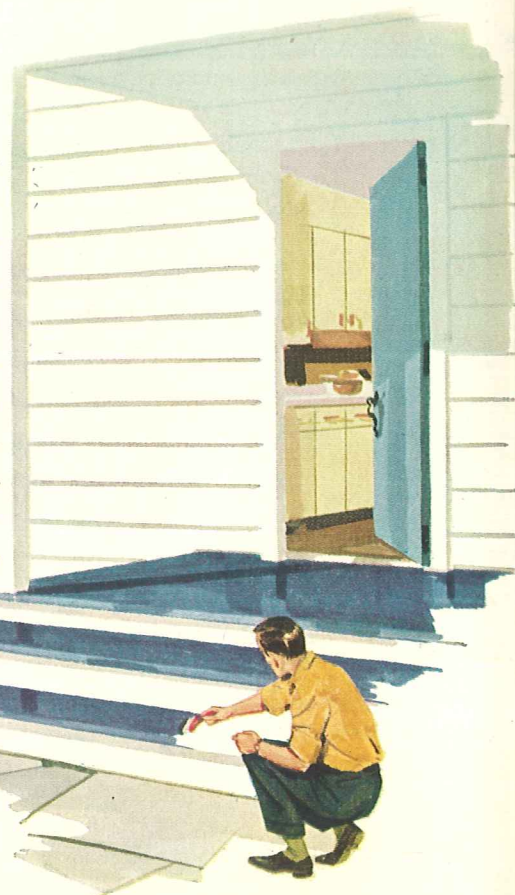
A dry film of S-W Porch and Floor Enamel was stretched between two posts . . . and weighted down with a builder's brick. The film did not break! That proves . . . Porch and Floor Enamel leaves a tough, elastic film that "gives" under constant daily wear, but will resist cracking and chipping.



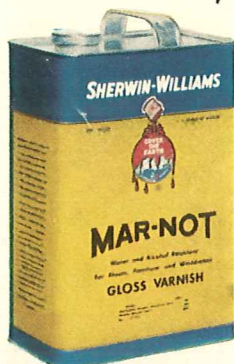
RESISTS
WATER AND WEATHER

A dry film of pure Porch and Floor Enamel was shaped into a miniature pool and filled with water, to prove its elasticity and watertightness. The pool stayed watertight for months.

That proves . . . this enamel is non-porous and will hold its hard finish indefinitely. Makes it ideal for outdoor use on porches and steps. Perfect for basement and laundry room floors.



Here's a superior interior varnish for floors, woodwork and furniture...



Sherwin-Williams MAR-NOT® is a clear plastic varnish that brings long-lasting beauty to your interior floors, woodwork and furniture. It is sparkling clear, so all the natural grain of the wood shows through beautifully. You have a choice of mellow Satin Finish or brilliant High Gloss. Both dry to the touch in about 2½ hours. Let Mar-not add years of protection and greater beauty to your finest woods.

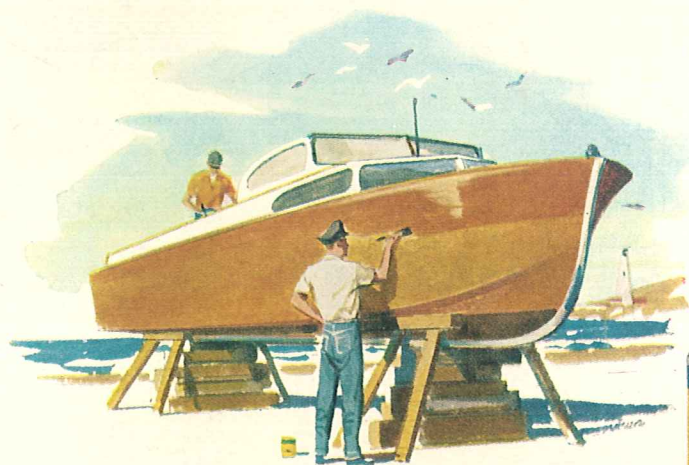
Mar-not's tough, clear wood finish stays bright
▼ and beautiful under the most severe abuse.



Fruit juice, beverage and acid stains, ink and cosmetics wipe right off Mar-not's smooth surface.



Exterior varnish that won't turn white or become brittle... even on boats...



Sherwin-Williams REXPAR® is a super-fine exterior varnish made especially for exposed wood such as storm doors, porch ceilings and boats. When it's thoroughly dry, Rexpar has an extremely elastic base that "gives and takes" as it expands and contracts with temperature changes. It won't become brittle and crack . . . neither will it turn white and cloudy. You'll like the weather-ability of Rexpar!



For modern colors in natural wood effects...

Sherwin-Williams BEAUTY-LOK®. You will find it is fun to work with Beauty-Lok . . . it gives you a chance to use your imagination to create just the exact natural wood finish you want. There are two entirely different finishes (one a rich gloss . . . the other a subtle satin) and all the modern colors you like to use. And what wonderful colors! You can get any shade you want in green, brown, blue, rose, tan, gray and, of course, natural finish.

For furniture, floors, paneling and woodwork . . . Beauty-Lok works wonders on all wood surfaces. It leaves an interesting "close-to-the-grain" appearance that could never be achieved with the conventional heavy-looking stains and varnishes.

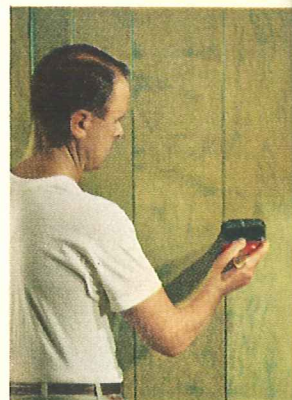
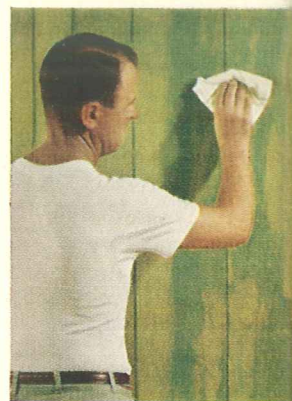
Best of all, Beauty-Lok makes staining and varnishing such a simple, never-fail job. Whether you are an amateur or a pro, you'll be proud of the results the very first time you use Beauty-Lok.



BEAUTY-LOK CREATES UNIQUE COLOR EFFECTS! HERE ARE JUST A FEW OF THEM . . .



Beauty-Lok is the ideal finish for fine ► furniture . . . Whether you are refinishing a family treasure, restoring a prized antique, or finishing a piece of modern unpainted furniture . . . use this wonderful natural wood finish to give unusual beauty and a super-durable surface. And remember, you'll get professional-looking results the very first time you use Beauty-Lok.





JUST 2 STEPS TO A COLORFUL, NATURAL WOOD FINISH

◀ Brush on tinted Beauty-Lok Seal, allow a few minutes for it to penetrate the wood, then wipe it off with a clean cloth. This Seal comes in either blond or clear, and is the base for tinting with Kem Tinting Colors. There's practically no limit to the unusual effects you can create.

◀ Finish off with coat of Beauty-Lok Satin or Gloss to give a hard, clear protective finish to the stained wood. There are two clear finishes, gloss or satin, both of which flow on effortlessly, dry dust-free in only 20 minutes. If you prefer two coats of finish, let first coat dry 4 to 6 hours. Sand lightly and apply finish coat.

Handy "how to" guide...

FURNITURE FINISHING BOOK

Everything you'll want to know about finishing (or refinishing) furniture, paneling and woodwork. Timesaving tips on staining, bleaching, shellacking and antiquing. Don't pass up this "easy-does-it", 32-page book with step-by-step illustrations that are simple to follow. Only 25¢ a copy in our store.



FINEST QUALITY ALKYD GLOSS ENAMEL FOR INTERIOR AND EXTERIOR USE

Whenever you want a sparkling,
high-gloss enamel...

Use Sherwin-Williams ENAMELOID® You'll like the brilliance of the deep colors and the richness of the soft pastels in this wonderful full-gloss enamel. Enameloid is the perfect enamel where a high-gloss finish is desired for rich beauty in bathrooms, kitchens and woodwork or furniture. Excellent for porch and garden furniture . . . toys and tools.

Enameloid flows on easily. And, it dries quickly to a smooth, sleek surface that is amazingly resistant to heat, stains and wear.



◀ **Easy-to-apply Enameloid** flows on with brush or Roller-Koater. Leaves no unsightly brush marks. To keep clean as new, just wipe with a damp cloth.

▼ **Wonderful for decorating furniture.** Brilliant colors—for your most imaginative plans—add gay highlights to children's rooms, rumpus-playrooms. Hard surface resists chipping.



ALSO WHITE
AND
FLAT BLACK

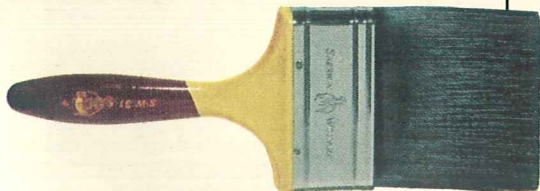


SHERWIN-WILLIAMS BRUSHES

Save painting time — use the widest brush practicable for the job



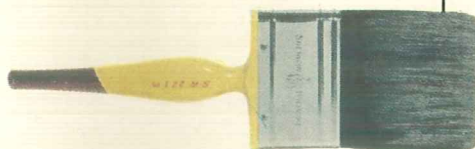
For table tops, cabinets and small areas
— 1½" to 3" brush



For interior walls, ceilings, exterior siding
— 3" to 6" brush (4" is recommended)



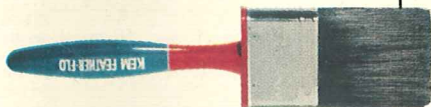
For window sash, other narrow-edge painting
— 1", 1½" or 2", flat or oval brush



For varnishing, painting, shellacking floors
— 3" Panel Brush



For small shapes and special types of decorating
— 1" Touch-Up Brush



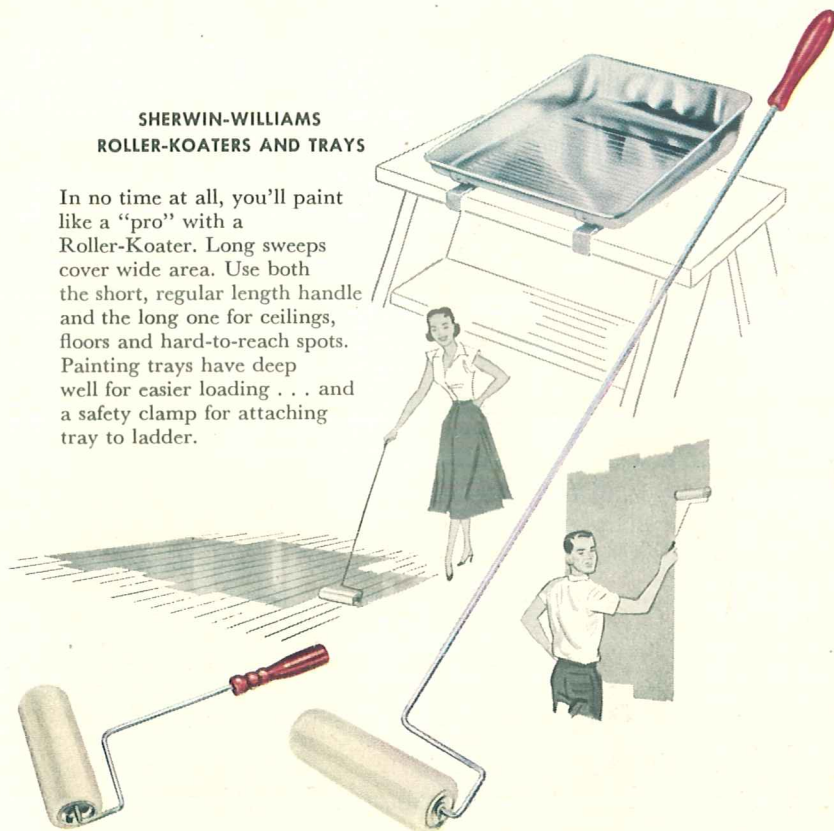
For woodwork, paneling, trim — 2¼" size
is the most popular

The tools you use are so important!

If it's perfection you want and ease of application, buy the right painting tools for the job. Quality tools are made better and last longer. We have a complete selection for every painting need.

SHERWIN-WILLIAMS ROLLER-KOATERS AND TRAYS

In no time at all, you'll paint like a "pro" with a Roller-Koater. Long sweeps cover wide area. Use both the short, regular length handle and the long one for ceilings, floors and hard-to-reach spots. Painting trays have deep wells for easier loading . . . and a safety clamp for attaching tray to ladder.



CLEAN-UP IS NO PROBLEM WITH KEM PAINT BRUSH AND ROLLER CLEANER

Good tools deserve proper care. And you can clean your painting tools *in just minutes!* Varnish, oil-base paint, enamel, house paint, all rinse out like magic when you use Kem Paint Brush and Roller Cleaner! Leaves your brushes and rollers pliable and clean . . . ready for more action. Kem cleaner is nonirritating to your hands!

Saturate your brush or roller thoroughly with Kem cleaner. Work the cleaner well up into the heel of the brush. Then wash under cool water. That's all.



Wash off old paint with water!

Sherwin-Williams WASH AWAY PAINT REMOVER

Gone are the days when it took plenty of muscle-work to remove old paint. Today's painters, amateurs and pros alike, use *new* S-W Wash Away. Removes old finish from wood, metal or glass.

Ideal for refinishing antiques. It is nonflammable.



▲ Brush on a liberal coat of S-W Wash Away. Let it stand for 15 or 20 minutes. You will see the old paint "crinkle" and break away from the surface.

◀ Now, just wash off the old paint with water. This simple washing will remove the old paint right down to the bare wood. When completely dry, it is ready to refinish. No scraping is necessary.

Scuff-proof beauty for printed linoleum

LIN-X®, Clear Gloss Varnish

A tough, clear coating that protects and beautifies printed linoleum floors like magic. Resists boiling water, hot grease, fruit juice stains and the daily clickety-clack of hard heels! Recommended for floors, wood paneling, furniture, woodwork and boats.



Quick 'n' easy enameling

Sherwin-Williams SPRAY ENAMEL

Just a press of your finger on this new spray container and you will have the simplest enameling in seconds. It's the speedy way to colorfully refinish smaller areas or objects throughout the home. This is highest quality Sherwin-Williams enamel in spray form. A variety of beautiful colors to choose from.



Of special interest
to farm owners...

All of the famous S-W products described in this book are popular with farm owners everywhere. Here are three special paints that will bring new beauty and *years of protection* to the buildings and equipment around a farm.



**Economical
utility paint . . .
S-W COMMONWEALTH®
PAINT**

High-quality exterior paint that is practical for buildings that are subjected to extremes of weather. One coat of this economy paint will give years of protection and is particularly effective for use on farm buildings and general utility painting. Your choice of red or green.



**Protective paint for
farm machinery . . .
S-W TRACTOR
AND IMPLEMENT ENAMEL**

There's no finer paint for maintaining farm equipment than Sherwin-Williams Tractor and Implement Enamel. It's easy to apply, covers in one coat, dries quickly and can be used on both wood or metal surfaces. The colors closely match those of leading farm implement manufacturers . . . keeping equipment looking "brand new" the year round.



**Reflective brilliance that
insulates and protects . . .
S-W ALUMINUM
SPAR ENAMEL NO. 29**

Excellent hiding power, long-lasting protection for metal buildings, metal roofs, tanks, steam or hot-water pipes and hundreds of other uses. Brilliant Aluminum Spar Enamel No. 29 rolls or brushes on easily over any exterior or interior metal, concrete or brick surfaces. One gallon will cover approximately 1,000 square feet.





So, come on in...

and see how simple and inexpensive it is
to make your decorating dreams come true!

Borrow our new Super Kem-Tone Color Harmony Guide . . . it takes all the guesswork out of color planning for inside your home. You may use the Guide in our store or take it home for a few days so your entire family can share the fun of decorating.

We stock all the famous Sherwin-Williams Paints you've just been reading about . . . SWP House Paint, Super Kem-Tone, Kem-Glo and all the rest. Of course, we have all the tools and repair materials it takes to do the job yourself.

COME SEE US SOON . . . WE'RE AT YOUR SERVICE ANY TIME!